

YouGov / The Times Survey Results

Sample Size: 1085 Scottish Adults
Fieldwork: 12th - 15th August 2014

		Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace		
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
Weighted Sample	1085	888	971	414	550	137	332	33	339	115	263	64	377	525	560	161	253	379	292	505	570	891	109	86
Unweighted Sample	1085	923	1002	395	591	131	380	40	307	107	340	71	339	528	557	98	231	416	340	608	467	855	177	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 4-7	Aug 12-15																							
Holyrood Headline Voting Intention																										
	Con	16	15	16	15	2	27	100	0	0	0	77	3	8	6	16	14	12	17	12	19	16	14	14	16	23
	Lab	37	37	35	36	13	55	0	100	0	0	4	83	25	14	32	41	35	32	40	37	38	36	36	44	28
	Lib Dem	4	4	3	3	2	5	0	0	100	0	3	0	33	1	4	3	4	5	2	4	6	2	3	5	14
	SNP	36	37	39	38	79	3	0	0	0	100	7	11	11	74	41	33	40	38	39	33	34	40	41	19	19
	Other	7	7	7	7	4	9	0	0	0	0	10	2	23	5	6	8	9	8	7	7	7	8	6	16	16
Holyrood Other Parties Voting Intention																										
	Green	3	3	3	3	3	2	0	0	0	0	3	1	13	1	3	2	7	5	1	1	3	2	2	6	5
	Scottish Socialist	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	UKIP	3	4	4	4	0	7	0	0	0	0	6	2	9	3	2	6	0	2	4	6	2	6	3	7	11
	Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
	Other	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0	2	0
Holyrood Non Voters																										
	Would Not Vote	5	6	1	2	3	5	0	0	0	0	0	1	4	0	4	8	14	9	4	2	3	9	6	5	8
	Don't know	13	11	9	10	7	10	0	0	0	0	6	7	12	6	6	15	14	13	11	7	10	11	10	18	12
Scottish Regional Vote																										
	Conservative	15	14	15	15	2	26	87	1	9	1	76	3	6	5	14	15	12	14	11	19	15	14	14	16	20
	Labour	35	34	33	34	11	52	2	90	3	2	3	79	21	14	30	37	33	28	36	35	34	34	34	40	26
	Lib Dem	5	4	3	3	2	5	1	1	78	1	4	2	32	1	4	4	7	3	3	5	5	3	3	5	15
	SNP	31	32	33	33	67	3	2	3	5	80	4	10	9	62	36	28	31	37	32	29	29	34	35	11	17
	Other	15	16	16	16	19	14	9	4	5	16	13	6	32	18	16	17	18	17	18	13	17	16	15	28	22
Scottish Regional Vote: Others																										
	Green	8	6	6	6	9	3	1	2	2	6	4	4	14	6	7	5	10	10	4	3	8	4	5	13	4
	Scottish Socialist Party	3	4	3	3	7	1	0	0	0	9	0	0	6	7	3	4	3	1	4	4	3	4	4	3	3
	UKIP	4	5	5	5	2	8	4	1	2	1	6	2	11	4	3	8	4	5	7	5	4	6	5	9	10
	Other	1	2	1	1	1	2	3	1	0	0	3	0	1	1	2	1	1	1	3	1	1	2	1	2	5
Scottish Regional Non Voters																										
	Wouldn't vote	5	6	1	2	3	5	0	0	0	0	0	0	4	0	4	7	13	9	3	2	3	8	5	4	8
	Don't know	11	11	9	10	8	11	4	3	4	2	9	8	14	5	7	15	14	16	10	7	11	11	10	16	24

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Fieldwork: 12th - 15th August 2014

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	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there was a referendum tomorrow on Scotland's future and this was the question, how would you vote?

Should Scotland be an independent country?

Yes	35	38	41	40	100	0	5	15	22	87	9	23	16	68	45	32	42	38	41	33	38	38	41	22	27
No	55	51	53	53	0	100	94	78	75	4	88	69	72	24	47	54	40	45	52	60	53	49	49	61	59
Would not vote	2	2	0	0	0	0	1	0	0	1	2	0	8	0	2	3	8	4	0	0	1	4	2	8	2
Don't know	9	9	6	7	0	0	0	8	3	7	1	8	5	8	6	11	10	13	7	7	8	10	8	10	12

Excluding Wouldn't votes and Don't knows

Yes	39	43	44	43	100	0	5	16	22	95	9	25	18	74	49	37	51	46	44	36	42	43	46	27	31
No	61	57	56	57	0	100	95	84	78	5	91	75	82	26	51	63	49	54	56	64	58	57	54	73	69

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in a referendum on Scottish independence?

0 - Certain NOT to vote	2	3	0	0	1	2	1	0	12	0	1	0	1	0	2	3	8	6	0	1	2	3	2	5	10
1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
2	0	1	0	0	0	1	0	0	0	0	0	0	2	0	1	1	4	2	0	0	0	2	1	0	4
3	0	1	0	0	0	0	0	1	0	1	1	0	4	0	1	1	1	1	0	1	0	1	0	4	0
4	0	1	0	0	0	1	1	1	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	0	2
5	2	1	0	0	1	1	0	2	0	2	2	1	2	0	0	2	4	1	1	0	1	2	1	2	0
6	1	1	0	0	2	0	0	1	0	0	1	0	3	0	1	2	6	1	1	0	0	2	1	2	0
7	2	1	0	0	1	1	0	2	0	1	0	1	0	1	1	1	2	2	1	1	1	1	1	1	4
8	3	3	0	3	2	3	2	2	7	3	0	2	8	2	1	5	0	2	5	3	3	3	3	2	4
9	4	5	0	5	4	4	1	7	11	2	4	5	6	3	6	4	4	6	4	5	4	5	4	6	7
10 - Absolutely certain to vote	83	82	100	91	88	86	93	84	70	91	91	88	74	93	86	77	67	74	86	90	86	78	84	77	61
Don't know	2	1	0	0	0	0	0	0	0	1	1	1	0	1	0	2	3	3	1	0	0	2	1	2	8

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
			June 25-29		Aug 12-15																					
Do you think Scotland would be economically better or worse off if it became an independent country, or would it make no difference?																										
Better off	27	32	36	34	81	1	1	10	8	77	7	17	13	60	38	27	32	33	33	31	31	33	36	16	18	
Worse off	49	46	48	48	3	86	88	69	77	6	84	63	63	22	43	49	34	41	48	54	48	45	44	60	51	
No difference	11	10	7	8	11	7	8	8	11	10	4	7	16	11	10	9	19	8	9	7	11	8	9	11	13	
Don't know	13	12	8	10	5	6	2	12	3	6	5	12	7	7	9	15	14	18	10	9	10	14	11	13	19	
Do you think you personally would be financially better or worse off if Scotland became an independent country, or would it make no difference?																										
Better off	17	19	21	20	46	1	0	8	0	47	4	10	10	34	23	15	21	22	18	17	18	20	21	10	13	
Worse off	43	42	44	43	4	77	80	60	67	6	77	56	50	22	41	43	34	33	46	49	42	41	41	48	40	
No difference	23	22	21	22	35	11	14	14	22	37	7	16	22	34	24	20	23	19	25	20	25	19	21	25	24	
Don't know	17	17	14	15	14	11	6	17	11	10	12	18	18	9	12	22	23	27	11	14	15	20	17	17	23	

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Weighted Sample
Unweighted Sample

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Feb
24-28

Aug
12-15

If Scotland was to vote YES and become an independent country one of the issues that would need to be decided is what currency an independent Scotland would use. Which of the following would you most like to see?

An independent Scotland using the pound as part of a currency union (meaning control of interest rates and monetary policy would be shared between Edinburgh and London)
An independent Scotland continuing to use the pound, but without a currency union (meaning interest rates and monetary policy would be controlled in London)
An independent Scotland setting up its own currency (meaning interest rates and monetary policy would be controlled in Edinburgh)
An independent Scotland joining the European single currency (meaning interest rates and monetary policy would be controlled by the European Central Bank)
Not sure

42	45	47	46	54	41	43	39	55	59	43	44	34	52	44	47	43	48	48	40	46	44	47	36	43
11	8	7	7	5	9	15	7	12	7	12	7	13	7	8	8	8	5	9	8	8	7	7	11	8
24	23	23	23	26	22	22	25	13	21	27	25	27	21	28	18	22	23	21	25	23	23	22	30	23
5	6	6	6	7	6	5	7	7	7	3	6	7	7	8	4	7	4	7	5	7	5	5	6	9
18	19	17	17	8	22	15	22	13	6	14	18	19	13	13	24	19	21	15	21	16	21	19	17	17

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Unweighted Sample	1085	923	1002	395	591	131	380	40	307	107	340	71	339	528	557	98	231	416	340	608	467	855	177	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For an independent Scotland to enter a currency union the remainder of the UK would need to agree to share control of the pound. The Conservatives, Labour and Liberal Democrats have said that they would NOT agree to this. Do you think...

They are bluffing in order to increase the chances of a NO vote - if Scotland does vote YES things will be different, and the remainder of the UK would probably agree to a currency union

They are not bluffing and mean what they say - if Scotland does vote YES the remainder of the UK would probably not agree to a currency union

Don't know

Imagine that the remainder of the UK would NOT agree to a currency union with an independent Scotland. Which of the following would you then most like to see?

An independent Scotland continuing to use the pound, but without a currency union (meaning interest rates and monetary policy would be controlled in London)

An independent Scotland setting up its own currency (meaning interest rates and monetary policy would be controlled in Edinburgh)

An independent Scotland joining the European single currency (meaning interest rates and monetary policy would be controlled by the European Central Bank)

Not sure

June
25-29

Aug
12-15

42

42

17

Feb

24-28

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Aug
12-15

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Weighted Sample
Unweighted Sample

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the current debate over Scotland's future and the independence referendum, how much do you trust the statements and claims made by the following people?

Alex Salmond

Trust a lot	11	10	12	11	26	0	1	1	0	30	2	2	0	26	13	8	4	12	11	11	9	11	12	2	1
Trust a fair amount	25	25	25	25	51	4	7	10	19	55	8	14	11	42	29	21	33	24	25	20	26	23	25	13	33
TOTAL TRUST	36	35	37	36	77	4	8	11	19	85	10	16	11	68	42	29	37	36	36	31	35	34	37	15	34
Do not trust a lot	18	16	14	16	13	18	16	20	28	10	12	18	26	14	16	17	16	13	18	17	17	16	16	26	14
Do not trust at all	38	42	45	44	5	75	75	64	51	3	79	60	60	16	39	45	29	42	42	50	43	40	41	53	41
TOTAL DO NOT TRUST	56	58	59	60	18	93	91	84	79	13	91	78	86	30	55	62	45	55	60	67	60	56	57	79	55
Don't know	7	7	4	4	5	3	0	5	2	2	0	6	3	3	4	9	18	9	3	3	4	9	6	6	11

Nicola Sturgeon

Trust a lot	13	14	16	15	35	0	0	2	0	40	2	4	6	33	17	11	9	14	14	16	15	13	15	10	4
Trust a fair amount	25	21	22	22	41	5	10	10	31	43	7	14	17	34	27	16	28	18	23	19	23	20	22	11	27
TOTAL TRUST	38	35	38	37	76	5	10	12	31	83	9	18	23	67	44	27	37	32	37	35	38	33	37	21	31
Do not trust a lot	17	17	15	17	9	24	19	25	27	7	16	23	26	12	16	19	16	15	20	16	19	16	17	22	16
Do not trust at all	35	37	40	39	6	65	71	55	29	4	72	51	44	15	34	39	21	37	37	45	37	36	36	47	33
TOTAL DO NOT TRUST	52	54	55	56	15	89	90	80	56	11	88	74	70	27	50	58	37	52	57	61	56	52	53	69	49
Don't know	10	11	6	7	9	6	1	8	13	6	3	8	7	6	6	15	27	16	6	4	6	15	10	10	20

Alistair Darling

Trust a lot	4	8	10	9	0	16	22	16	9	0	22	15	3	2	11	6	4	7	10	10	9	8	7	14	14
Trust a fair amount	24	30	33	32	10	49	63	42	58	11	50	38	45	19	31	30	28	27	27	40	33	28	29	37	34
TOTAL TRUST	28	38	43	41	10	65	85	58	67	11	72	53	48	21	42	36	32	34	37	50	42	36	36	51	48
Do not trust a lot	29	24	22	22	29	20	12	21	13	28	18	23	26	27	21	26	28	22	24	23	24	24	24	24	20
Do not trust at all	32	28	29	29	55	8	3	13	5	57	6	16	14	47	32	24	22	29	33	24	28	28	31	17	15
TOTAL DO NOT TRUST	61	52	51	51	84	28	15	34	18	85	24	39	40	74	53	50	50	51	57	47	52	52	55	41	35
Don't know	12	9	6	7	5	7	0	9	17	3	4	7	13	5	4	14	18	15	7	3	6	13	9	9	18

David Cameron

Trust a lot	4	4	5	4	0	8	23	2	5	0	21	1	2	2	5	3	0	5	4	5	5	4	3	3	11
Trust a fair amount	18	20	20	20	5	32	61	18	51	6	54	19	23	10	20	19	21	19	16	23	21	18	18	29	26
TOTAL TRUST	22	24	25	24	5	40	84	20	56	6	75	20	25	12	25	22	21	24	20	28	26	22	21	32	37
Do not trust a lot	20	19	18	18	9	26	13	31	22	9	14	26	27	13	18	19	17	16	20	22	23	15	18	21	23
Do not trust at all	51	50	53	52	84	28	1	41	13	83	8	47	39	72	55	46	48	50	55	47	46	54	54	39	29
TOTAL DO NOT TRUST	71	69	71	70	93	54	14	72	35	92	22	73	66	85	73	65	65	66	75	69	69	69	72	60	52
Don't know	8	7	4	5	3	5	1	7	9	1	2	7	8	3	2	12	15	10	6	3	5	9	7	7	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Mar 20-24	Aug 12-15																							
Ed Miliband	Trust a lot	4	5	5	5	0	8	3	13	0	0	4	13	0	2	7	2	3	3	5	5	6	3	4	6	4
	Trust a fair amount	23	22	23	23	9	35	30	43	23	8	27	36	20	15	21	24	23	22	20	25	23	22	22	31	21
	TOTAL TRUST	27	27	28	28	9	43	33	56	23	8	31	49	20	17	28	26	26	25	25	30	29	25	26	37	25
	Do not trust a lot	29	28	27	28	25	32	46	23	53	23	41	23	36	22	27	28	30	28	25	30	29	27	26	24	47
	Do not trust at all	35	35	38	37	59	17	18	13	13	65	24	19	32	55	41	30	28	32	40	36	35	35	38	32	14
	TOTAL DO NOT TRUST	64	63	65	65	84	49	64	36	66	88	65	42	68	77	68	58	58	60	65	66	64	62	64	56	61
Don't know	10	10	7	8	7	8	3	8	11	5	4	9	12	6	4	16	16	15	10	4	7	13	10	8	13	
Johann Lamont	Trust a lot	3	4	4	4	1	6	4	9	1	0	4	9	1	1	5	2	0	3	5	3	4	3	3	5	3
	Trust a fair amount	17	18	19	20	7	31	34	31	35	5	31	29	25	10	18	19	15	12	17	28	21	16	18	23	17
	TOTAL TRUST	20	22	23	24	8	37	38	40	36	5	35	38	26	11	23	21	15	15	22	31	25	19	21	28	20
	Do not trust a lot	23	20	21	21	19	23	28	23	12	19	24	21	20	19	20	21	18	19	20	23	21	19	20	15	27
	Do not trust at all	36	30	32	31	52	12	10	10	9	56	12	14	17	51	38	22	25	26	32	32	30	29	33	20	11
	TOTAL DO NOT TRUST	59	50	53	52	71	35	38	33	21	75	36	35	37	70	58	43	43	45	52	55	51	48	53	35	38
Don't know	22	28	24	24	22	28	24	27	43	20	29	27	37	19	19	37	42	40	25	13	23	32	25	37	42	
Willie Rennie	Trust a lot	2	2	2	2	0	4	6	3	7	0	4	2	4	1	3	1	0	2	2	2	2	2	2	1	1
	Trust a fair amount	9	12	12	12	6	18	24	17	31	4	18	17	19	8	14	10	18	6	12	16	15	10	12	13	14
	TOTAL TRUST	11	14	14	14	6	22	30	20	38	4	22	19	23	9	17	11	18	8	14	18	17	12	14	14	15
	Do not trust a lot	21	20	21	21	18	21	25	23	13	21	24	22	15	21	21	18	18	15	19	25	22	18	21	14	14
	Do not trust at all	30	25	26	26	40	14	9	13	0	42	12	15	16	38	32	18	17	22	26	29	24	25	27	13	18
	TOTAL DO NOT TRUST	51	45	47	47	58	35	34	36	13	63	36	37	31	59	53	36	35	37	45	54	46	43	48	27	32
Don't know	37	41	39	39	36	43	36	44	48	33	43	43	46	31	29	53	47	54	41	28	37	46	38	59	53	
Ruth Davidson	Trust a lot	2	3	4	4	0	7	13	5	4	0	13	4	2	2	4	3	0	3	4	4	5	2	4	3	2
	Trust a fair amount	13	16	16	16	6	26	43	19	39	3	45	15	27	9	16	16	18	9	13	24	16	15	15	21	22
	TOTAL TRUST	15	19	20	20	6	33	56	24	43	3	58	19	29	11	20	19	18	12	17	28	21	17	19	24	24
	Do not trust a lot	20	18	18	18	15	20	17	22	12	19	10	21	14	20	18	18	17	17	17	20	20	16	18	13	18
	Do not trust at all	37	31	33	33	54	15	5	20	0	56	6	24	19	51	40	23	22	28	36	32	31	31	35	16	13
	TOTAL DO NOT TRUST	57	49	51	51	69	35	22	42	12	75	16	45	33	71	58	41	39	45	53	52	51	47	53	29	31
Don't know	27	32	28	29	26	32	22	34	45	22	27	36	37	19	22	41	43	43	29	20	28	36	29	47	46	

Sample Size: 1085 Scottish Adults
Fieldwork: 12th - 15th August 2014

	Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace		
Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
Weighted Sample 1085	888	971	414	550	137	332	33	339	115	263	64	377	525	560	161	253	379	292	505	570	891	109	86
Unweighted Sample	923	1002	395	591	131	380	40	307	107	340	71	339	528	557	98	231	416	340	608	467	855	177	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the campaigns so far, do you think Alex Salmond has been the right person to lead the Yes campaign?

Yes, Alex Salmond has done better than anyone else could have at leading the Yes campaign

34 37 36 57 18 27 23 18 64 25 25 23 54 42 27 28 38 36 33 36 33 36 25 30

No, there are other people available who would have done a better job at leading the Yes campaign

45 46 46 29 61 55 58 57 26 56 55 55 33 39 50 39 40 47 50 44 46 45 50 38

Don't know

21 17 18 14 21 18 19 25 10 19 19 22 12 19 23 32 23 17 18 20 22 19 25 32

Thinking about the campaigns so far, do you think Alistair Darling has been the right person to lead the No campaign?

Yes, Alistair Darling has done better than anyone else could have at leading the No campaign

37 41 40 16 57 59 55 38 18 60 53 32 24 35 40 18 29 41 50 37 38 36 45 43

No, there are other people available who would have done a better job at leading the No campaign

36 35 36 51 25 26 28 30 53 25 28 33 50 42 30 40 45 33 30 40 32 38 30 19

Don't know

27 24 24 33 18 15 16 32 30 15 19 34 26 23 31 42 26 26 20 23 30 26 24 38

If the result of the referendum in September is a NO vote, do you think Alex Salmond should remain as Scottish First Minister and SNP leader, or should he resign?

Should remain as Scottish First Minister and SNP leader

38 39 39 67 17 17 24 28 73 20 25 28 61 43 33 37 38 42 33 39 37 40 32 29

Should resign as Scottish First Minister and SNP leader

48 51 51 22 72 76 68 61 18 71 63 65 31 47 49 34 43 49 59 50 46 46 56 54

Don't know

14 10 10 11 11 7 8 10 8 9 13 8 8 10 18 29 19 10 7 11 17 14 12 17

Sample Size: 1085 Scottish Adults
Fieldwork: 12th - 15th August 2014

		Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace		
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
Weighted Sample	1085	888	971	414	550	137	332	33	339	115	263	64	377	525	560	161	253	379	292	505	570	891	109	86
Unweighted Sample	1085	923	1002	395	591	131	380	40	307	107	340	71	339	528	557	98	231	416	340	608	467	855	177	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if the result of the referendum in September is a NO vote by a large margin (such as 20 percentage points), do you think Alex Salmond should remain as Scottish First Minister and SNP leader, or should he resign?

Should remain as Scottish First Minister and SNP leader	33	35	35	63	13	13	20	33	65	14	21	20	55	37	30	30	34	37	30	35	31	35	24	27
Should resign as Scottish First Minister and SNP leader	52	55	54	23	78	83	73	61	22	81	67	74	33	51	53	41	47	51	63	54	50	51	61	54
Don't know	15	10	11	14	9	4	8	6	14	5	12	6	12	12	17	29	19	12	7	10	19	14	15	18

	June 12-16	Aug 12-15																							
Do you think the Yes Scotland campaign so far has been positive or negative?																									
Mostly positive	47	48	52	51	89	20	27	29	33	89	35	35	35	74	53	44	48	49	50	46	51	46	51	36	39
Mostly negative	36	37	37	38	6	65	64	56	58	5	57	50	43	18	36	37	27	35	37	44	37	37	35	47	37
Don't know	17	15	11	11	5	16	9	15	9	6	8	15	22	8	11	19	25	17	13	11	12	18	14	17	24
Do you think the Better Together campaign so far has been positive or negative?																									
Mostly positive	30	34	36	35	5	60	70	50	52	6	65	45	42	16	30	39	24	28	35	45	32	37	32	42	46
Mostly negative	52	49	52	52	85	26	24	32	33	85	29	39	40	75	59	40	52	52	50	44	55	44	52	41	29
Don't know	19	16	12	14	10	14	6	18	15	9	7	16	18	9	11	21	25	20	14	11	13	20	16	17	25
Do you think the Yes Scotland campaign so far has been honest or dishonest?																									
Mostly honest	35	39	42	41	85	8	14	17	32	86	14	25	20	67	46	32	35	35	42	40	39	39	42	25	31
Mostly dishonest	42	41	42	42	4	74	77	64	51	5	78	55	55	20	39	43	31	39	42	46	40	41	39	53	43
Don't know	23	20	16	17	11	18	9	20	17	9	8	20	25	14	15	25	34	25	16	13	20	20	19	22	26
Do you think the Better Together campaign so far has been honest or dishonest?																									
Mostly honest	40	40	43	42	9	70	83	62	56	9	74	54	51	22	39	41	27	36	42	49	41	40	38	51	50
Mostly dishonest	34	38	39	39	77	10	10	16	11	80	15	23	22	63	44	32	43	35	39	36	41	34	40	26	24
Don't know	26	22	18	19	14	20	7	22	33	10	11	23	27	15	16	27	30	29	19	15	19	26	21	23	27

Sample Size: 1085 Scottish Adults
Fieldwork: 12th - 15th August 2014

	Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace			
Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
Weighted Sample	1085	888	971	414	550	137	332	33	339	115	263	64	377	525	560	161	253	379	292	505	570	891	109	86
Unweighted Sample	1085	923	1002	395	591	131	380	40	307	107	340	71	339	528	557	98	231	416	340	608	467	855	177	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Over the last few weeks have you been contacted by the Yes Scotland campaign in any of the following ways? Please tick all that apply

Delivered leaflets or letters to your door	55	69	73	72	78	64	74	64	61	81	72	67	57	77	72	66	57	64	69	79	68	70	70	66	60
Put up posters or billboards in your area	15	23	24	23	31	19	25	20	23	33	26	17	26	31	29	18	34	32	21	13	26	21	23	21	32
Set up stalls or handed out leaflets in your area	19	20	22	21	28	16	14	19	16	30	18	16	23	29	23	18	26	22	19	17	24	18	21	21	13
Knocked on your door	9	11	11	11	16	8	10	8	12	17	10	7	6	17	13	9	8	12	13	9	11	11	11	9	10
Sent you an email or contacted you on social media	10	10	11	11	22	3	5	4	0	23	6	5	0	22	15	6	10	11	10	9	10	9	11	7	4
Phoned you	2	2	2	1	1	2	1	2	0	2	1	1	0	1	2	1	2	1	2	1	1	2	2	0	0
None of these	32	19	18	18	13	24	19	21	22	10	22	24	24	15	17	20	15	20	21	17	20	17	19	22	10
Don't know	3	4	2	2	2	3	1	3	7	0	0	2	3	0	4	4	15	4	2	0	3	5	3	3	13

Over the last few weeks have you been contacted by the Better Together campaign in any of the following ways? Please tick all that apply

	Aug 4-7	Aug 12-15																							
Delivered leaflets or letters to your door	47	58	63	62	56	62	68	63	50	61	62	65	54	59	60	57	43	49	61	71	59	59	59	64	45
Put up posters or billboards in your area	9	12	12	12	10	14	19	13	14	10	13	13	11	11	15	8	14	13	12	9	14	10	11	12	15
Set up stalls or handed out leaflets in your area	9	9	10	10	7	12	12	14	10	8	12	12	13	9	10	9	10	7	9	12	12	7	10	12	2
Sent you an email or contacted you on social media	7	9	11	10	3	15	21	15	9	4	21	12	5	7	11	7	5	7	10	11	10	8	10	9	2
Knocked on your door	5	6	6	6	4	9	11	10	1	5	11	7	9	6	7	5	6	8	5	7	8	5	6	4	6
Phoned you	2	4	4	4	1	5	3	5	0	3	7	5	5	2	4	4	6	4	3	3	4	3	4	2	1
None of these	43	27	27	27	32	24	20	26	17	28	24	26	19	30	27	28	29	32	27	22	29	25	28	21	23
Don't know	3	6	3	3	5	4	1	3	25	2	2	3	4	3	6	6	16	8	4	1	4	8	5	3	17

YouGov Scottish Weighting Data

In addition to weighting by age, gender, and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership, political party identification and place of birth:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18-24	35	82
	Male 25-39	109	124
	Male 40-59	214	186
	Male 60+	170	134
	Female 18-24	63	79
	Female 25-39	122	129
	Female 40-59	202	194
	Female 60+	170	158
Social Grade			
	AB	288	210
	C1	320	296
	C2	190	215
	DE	277	355
Newspaper Type			
	Express / Mail	149	130
	Sun / Star	111	172
	Mirror / Record	160	219
	Guardian / Independent / Herald	120	66
	FT / Times / Telegraph / Scotsman	104	65
	Other Paper	161	216
	No Paper	280	218
Political Party Identification			
	Conservatives	107	115
	Labour	340	263
	Liberal Democrats	71	65
	SNP	269	272
	SNP (Holyrood) & Lab (Westminster)	70	105
	Other	17	10
	Don't know / No vote	211	256
Birthplace			
	Scotland	855	891
	Rest of the UK	177	109
	Outside UK	53	86

YouGov is a member of the British Polling Council and abides by its rules.

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